



Erasmus+

Course Descriptions Summer Term 2023



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Faculty of Economics
and Management

List of Courses

at Bachelor's Level

Lecture	Field of Studies	ECTS	Type of Class	Name
Competitive Intelligence	Business Studies	6	Seminar	Katrin Zulauf Ralf Wagner
Compliance in Multinational Corporations	Business Studies	6	Blockseminar	Peter Eberl Fabian M. Teichmann
Consumer Insight and Engaging Communication	Business Studies	6	Blockseminar	Carmen Rodriguez Santos Ralf Wagner
Corporate Finance	Business Studies	6	Lecture	Boris Lehnert Christian Klein
European Economics	Economics	6	Lecture	Abeer Ibtsam Aziz Ivo Bischoff
Evolutionary Game Theory	Economics	3	Seminar	Fabian Mankat
International Human Resource Management	Business Studies	6	Seminar/ Exercise	Thomas Degener Peter Eberl
International Marketing	Business Studies	6	Blockseminar	Reinhard Hünnerberg Ralf Wagner
International Strategy Simulation	Business Studies	6	Exchange/Blockseminar	Sarah Kniel Peter Eberl
Introduction to Game Theory	Economics	6	Lecture	Björn Frank Minh Nhat Luong
Microeconomics Using Calculus	Economics	6	Lecture/ Exercise	Abeer Ibtsam Aziz Ivo Bischoff
Strategic Operations Management	Business Studies	6	Lecture/ Seminar	Felipe Alexandre de Lima
Sustainability Management II	Business Studies	6	Seminar	Stefan Gold
Sustainable Marketing	Business Studies	6	Seminar	Ralf Wagner

List of Courses

at Master's Level

Lecture	Field of Studies	ECTS	Type of Class	Name
Academic Writing in Economics	Economics	3	Seminar	Ivo Bischoff
Contemporary Issues in Public Economics	Economics	6	Seminar	Ivo Bischoff
Decision Support Tools in Sustainability Management	Business Studies	6	Seminar	Stefan Gold
Econometrics	Economics	6	Lecture	Igor Asanov
Economics of Entrepreneurship	Economics	6	Lecture	Guido Bünstorf
Environmental Economics	Economics	6	Lecture	Astrid Dannenberg
Impact Evaluation in Environmental Economics Using Field Experiments	Economics	6	Seminar	Martin Kesternich
Impact Evaluation in Environmental Economics Using Field Experiments	Economics	6	Block seminar	Martin Kesternich
Intermediate Public Economics	Economics	6	Lecture / Exercise	Ivo Bischoff
Introduction to Text Mining	Economics	6	Lecture	Burcu Özgün
Leadership and Change Management	Business Studies	6	Lecture	Peter Eberl
Modeling the Supply Chain	Economics	6	Lecture	Marcus Brandenburg Biman Darshana Hettiarachchi
Paradoxes and unintended consequences in sustainable operations and supply chain management	Business Studies		Seminar	Annika Mies Stefan Gold
Population Economics	Economics	6	Lecture/ Seminar	Holger Bonin
Quantitative Methods of Experimental Economics	Economics	6	Blockseminar	Christoph Bühren Björn Frank
Research in Applied Psychology	Economics	3	Seminar	Marc-André Reinhard
Research Methods for Business	Business Studies	6	Seminar	Stefan Seuring-Stella
Selected Topics in Energy Economics and Policy	Economics	6	Lecture/Seminar	Heike Wetzel Alexander Günther
Stress at Work	Economics	6	Blockseminar	Kathrin Reinke Sandra Ohly

Sustainable Behavior and Social Norms	Business Studies	6	Lecture/Seminar	Astrid Dannenberg Pia Fischer Eva Weingärtner
Targeting	Business Studies	6	Seminar	Ralf Wagner

Course Descriptions

at Bachelor's Level

Competitive Intelligence				
Seminar	Business Studies	6 ECTS	Type of examination: t.b.a	Katrin Zulauf Ralf Wagner
Thu 14:00-18:00 h, weekly 13.04.–06.07.23				
<p>The systematic, ongoing, legal collection and evaluation of information about competitors is a central component of business success. In this seminar, basic techniques of competitive intelligence are taught and applied in practical exercises.</p>				

Compliance in Multinational Corporations

Blockseminar	Business Studies	6 ECTS	Type of Examination: Term paper	Peter Eberl Fabian M. Teichmann
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10.-14.04.2023, 11:00 – 16:00 h

Content:

- Money laundering
- Terrorism financing
- Corruption
- Avoidance of sanctions
- Unfair competition
- Compliance mechanisms

Consumer Insight and Engaging Communication

Blockseminar	Business Studies	6 ECTS	Type of Examination: Exam	Carmen Rodriguez Santos Ralf Wagner
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Multiple dates, block 05.06.–14.06.2023

Content:

1 MARKETING COMMUNICATION

1.1 Communication Process 1.2 Communication Strategy 1.3 Integrated Communications 2 ADVERTISING

2.1 Advertising as a Communication Process 2.2 Objectives
2.3 How to create the message

3 COMMUNICATION STRATEGY

3.1 Attitude of the Consumer 3.2 Perception of the Consumer 3.3 Learning Process

Corporate Finance

Lecture

Business
Studies

6 ECTS

Type of
Examination:
Exam

Boris Lehnert
Christian Klein

Thu 8:00 - 12:00 h, weekly 13.04.–06.07.23

Content:

This module is an introduction to the principles of corporate finance. The aim of the module is to provide the students with knowledge regarding the main sources of corporate financing, give them the ability to apply key techniques for evaluating corporate investment decisions and facilitate an understanding for corporate dividend policy.

European Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Abeer Ibitsam Aziz Ivo Bischoff
Wed 08:00 – 10:00 h, weekly 12.04.-12.07.23				
<p><u>Content:</u></p> <p>This course provides an introduction to economic and political integration in the European Union. The course agenda covers a wide range of topics including the evolution of the EU; its main institutions (e.g. European Parliament and European Central Bank), market, monetary and policy integration as well as the perspectives of the EU. Some sessions will be held by guest speakers. To acquire credits, a) students have to fulfill a small requirement, usually a fact sheet and a small presentation; b) students have to pass a final exam.</p>				

Evolutionary Game Theory

Seminar	Economics	3 ECTS	Type of examination: tba	Fabian Mankat
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Tue 10:00 – 12:00 h, weekly 11.04.-11.07.2023

Content:

This course is an introduction to Evolutionary Game Theory. We will investigate static and dynamic evolutionary equilibria concepts and investigate how these relate to concepts used in classical game theoretical analyses (such as mixed strategy Nash Equilibria etc.).

Course Outline:

- Preliminaries (pure strategies, mixed strategies, best responses, Nash equilibria)
- Static Concepts of Evolutionary game theory (Population games, ESS, relations to Nash equilibria)
- Dynamic concepts of Evolutionary game theory (replicator dynamics, best response dynamics, steady states and convergence, relations to Nash equilibrium and ESS, the direct and indirect evolutionary approaches)

International Human Resource Management

Seminar / Exercise	Business Studies	6 ECTS	Type of examination: Presentation, term paper	Thomas Degener Peter Eberl
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Fri 12:00-16:00 h, weekly 14.04.-14.07.23

Content:

The seminar focuses on intercultural management issues. Specific topics are: Expatriate recruitment and selection, international performance appraisal, intercultural training and development, international compensation policies, international industrial relations.

Learning Objectives

- Understanding the complexity and challenges of International Human Resource Management
- Identify the specific demands placed on HR activities, when managing expatriate employees
- Awareness of cultural national differences in Human Resource Management
- Profound reflection of intercultural management

International Marketing

Blockseminar	Business Studies	6 ECTS	Type of examination: Presentation, Exam	Reinhard Hünerberg Ralf Wagner
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Block 08.05.-19.05.23, 18:00 – 20:00 h

Content:

After completion of the course students will have learnt or repeated the fundamentals of marketing; the added value is the rigorous international perspective leading to specificity and new challenges for companies in their marketing activities. The participants will not only be able to understand the complex international environment and resulting company decisions, but they will be trained to analyze themselves international situations and to develop marketing solutions. Thus, conceptual and theoretical findings as well as practical company experience are the basis for a decision-oriented approach the students need for their professional career.

International Strategy Simulation

Exchange/
Blockseminar

Business
Studies

6 ECTS

Type of
examination:
Term paper

Sarah Kniel
Peter Eberl

Kick-off: t.b.a. + Excursion: 26.03.-01.04.2023

Content:

- Marketing strategy
- Business Simulation
- International Management
- Intercultural competencies
- Strategic Marketing
- Time Management
- Teamwork

Introduction to Game Theory

Lecture

Economics

6 ECTS

Type of
examination:
exam

Björn
Frank

Mon 14:00 – 18:00 h, weekly 17.04.-10.07.23

Content:

- Solution concepts for static games
- Sequential games
- Evolutionary game theory
- Oligopol theory
- Repeated games
- Negotiations
- Auctions
- Behavioral Game Theory

Microeconomics Using Calculus

Lecture/Exercise	Economics	6 ECTS	Type of Examination: Exam	Abeer Ibtsam Aziz Ivo Bischoff
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Mon 08:00-10:00 h, weekly 24.04. - 17.07.23

Content:

The course aims at deepening the skills in microeconomics and calculus.

The course works through a wide range of topics in microeconomics including public goods, game theory, contract theory, general equilibrium, taxation.

Participants are expected to participate actively in the class, do assignment and discuss their solutions in the exercise sessions.

The assignments and the slides for the course are provided via Moodle. The moodle platform is also used to communicate all news concerning this course.

To receive 6 credits, you need to pass the final exam.

Strategic Operations Management

Lecture

Business
Studies

6 ECTS

Type of
examination:
Presentation,
Exam

Felipe Alexandre de
Lima

Thu 08:00 – 12:00 h, weekly 13.04. – 13.07.23

Content:

In this course, we would like to provide knowledge on the following core fields in the context of current issues:

- Purchasing operations and management
- Production operations and management
- Logistic operations and management

Intended expertise outcome

- Definition and communication of strategic aims / objectives
- Analysis and elaboration of challenges in business operations
- Identification and selection of suitable measures and strategies

Structure and methods of the course

The core characteristic is a close interaction among students of different nationalities, e.g., represented by ERASMUS- and other international students. Class work is a mixture of presentations, exercises and case discussions.

Because of its increasing relevance, the course puts a strong emphasis on sustainability. Therefore, the individual core topics on operations management will not only be related to economic but also to environmental and social aspects.

Sustainability Management II

Seminar

Business
Studies

6 ECTS

Type of
examination:
Presentations,
written
assignments

Stefan Gold

Tue 10:00 – 14:00 h, weekly, 18.04. – 11.07.23

Content:

This seminar investigates current cutting-edge topics in the field of Sustainability Management. A blended learning format featuring a mix of lecturer's input with large parts of autonomous group work gives the students the opportunity to explore in an in-depth way the subjects of corporate sustainability reporting, modern slavery in business, and stakeholder management. Various group presentations stir discussions and allow for giving and receiving feedback. The seminar deepens existing theoretical knowledge through its application to empirical phenomena and cases.

Sustainable Marketing

Seminar

Business
Studies

6 ECTS

Type of
examination:
Presentation,
exam

Ralf Wagner

Mon 14:00- 18:00 h, weekly 17.04. – 03.07.2023

Content:

Students learn about the relevance of sustainability for marketing in business practice. The concepts of sustainability and value creation are introduced and mapped to the process of marketing management. Practical examples are used to illustrate opportunities and competitive advantages but also to highlight potential pitfalls.

Course Descriptions

at Master's Level

Academic Writing in Economics				
Seminar	Economics	3 ECTS	Type of examination: Assignments	Ivo Bischoff
Thu 8:00 – 10:00 h, weekly 04.05. - 29.06.23				
<p><u>Content:</u></p> <p>The course introduces students with little experience in academic writing to some key aspects of academic writing and refreshes what we mean by a scientific approach in economics.</p> <p><u>Outline:</u></p> <ol style="list-style-type: none">1) Introduction2) Seminars3) Philosophy of science4) Academic writing – the product5) Strategies in searching literature6) Reading7) Organizing arguments – the outline8) Academic writing – the process9) Concluding discussion				

Contemporary Issues in Public Economics

Seminar

Economics

6 ECTS

Type of
Examination:
Presentation
and term paper

Ivo Bischoff

Thu, 16:00 – 18:00 h, weekly 13.04. – 13.07.23

Content:

The seminar "Contemporary Issues in Public Economics" introduces students to the scientific literature in selected fields of Public Economics. We will read some of the key contributions to these fields. You are expected to work through these contributions (the main readings) and – whenever necessary – consult background literature. The course will be reading-intensive!

Decision Support Tools in Sustainability Management

Seminar	Business Studies	3 ECTS	Type of Examination: t.b.a.	Stefan Gold
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Tue, 16:00 – 18:00 h, weekly 25.04. – 11.07.23

Content:

In this seminar, students get acquainted with various tools that may support decision-making for multi-faceted sustainability performance. After a theoretical introduction on some instruments including data envelopment analysis (DEA), decision-tree methodology, analytical hierarchy process (AHP) and system dynamics modelling, the students will gain in-depth practical experience by working with one selected tool. In the sense of a project seminar, the students successively develop a system dynamics model for addressing a specific problem in the field of sustainability management, and then report and reflect on model-building procedure and findings.

Econometrics

Lecture/ Seminar	Economics	6 ECTS	Type of Examination: Presentation and term paper	Igor Asanov
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Thu, 12:00 - 16:00 h, weekly 13.04. – 13.07.23

Content:

Course Structure

1. Review of Probability and Statistics
2. Review of Maximum likelihood and Method of Moments
3. Review of Linear Regression
4. Review of Models with Multiple Regressors
5. Bootstrap
6. Machine Learning
7. Bayesian methods

Economics of Entrepreneurship

Lecture

Economics

6 ECTS

Type of
examination:
exam

Guido Bünstorf

Mon 14:00-18:00 h, weekly 17.04. – 10.07.23

Content:

Entrepreneurship is a major driving force in dynamic economies and an important objective of policy makers worldwide. Following decades of virtual neglect of the topic, the last years have seen a surge of research on entrepreneurship in economics as well as related fields such as management, psychology and geography. This course will provide an introduction to the essential economic theories and empirical studies analyzing the phenomenon of entrepreneurship. The course agenda covers a broad range of topics including determinants of new venture creation, the financing of entrepreneurship, business performance, the economic relevance of entrepreneurship and entrepreneurship policies. The lectures will combine overviews of the respective topics with detailed discussions of the methods and findings of exemplary studies.

Environmental Economics

Lecture

Economics

6 ECTS

Type of
examination:
exam

Astrid Dannenberg

Mon 16:15-19:30 h, weekly 24.04. – 10.07.23

Content:

t.b.a.

Impact Evaluation in Environmental Economics Using Field Experiments

Block
seminar

Economics

6 ECTS

Type of
Examination:
Presentation,
term paper

Martin Kesternich

19.+26.04.23 / 28.-29.06.23, 8:00-18:00 h

Content:

Impact Evaluation in Environmental Economics Using Field Experiments

In recent years, we have seen an enormous increase and rising interest in academic research using field experimental methods to address questions across a broad range of topics in environmental economics including individual climate protection, the management of energy or water consumption, traffic management, and resource conservation. At the same time, field partners from policy-making and business start to appreciate the benefits that field experiments can have to design and evaluate policy programs and investigate individual behavior. This seminar is designed to provide an overview of the design and the analysis of field experiments in environmental economics. In the first part of the course, we will focus on methodological issues surrounding the design of field experiments and subsequent interpretation of the results. In the second part of the course, students will present and discuss selected examples where field experiments have been used to (i) test predictions of theoretical models and/or enhance our understanding of the factors that drive individual behavior and to (ii) evaluate whether and why policy interventions work.

Intermediate Public Economics

Lecture
/
Exercise

Economics

6 ECTS

Type of
examination:
t.b.a

Ivo Bischoff

Fri, 08:00-10:00 h, weekly 14.04. – 07.07.23

Content:

The course covers essential concepts in Public Economics (public goods, taxation, federalism, political economy). A special focus rests on the application of graphical and analytical tools. The application of these tools is trained in exercise session.

Introduction to Text Mining

Lecture

Business
Studies

6 ECTS

Type of
examination:
Exam

Burcu Özgün

Tue, 14:00 – 18:00 h, weekly 11.04. – 11.07.23

Content:

tba

Leadership and Change Management

Lecture

Business
Studies

6 ECTS

Type of
examination:
Exam

Peter Eberl

Thu 08:30-12:00 h, weekly, 13.04.- 06.07.23

Content:

Leadership and Change Management are closely linked in the literature. Leadership is often discussed as an important driver of change management. The aim of the course is to understand and discuss the possible impact of leadership on organizational change. After the course students should be able to differentiate between different kinds of relevant leadership approaches and their starting points for change processes. In addition, a critical reflection from a theoretical and a practical point of view is a major challenge of the course.

Modeling the Supply Chain

Lecture

Economics

6 ECTS

Type of
examination:
Exam

Marcus Brandenburg
Biman Darshana
Hettiarachchi

Tue 14:00-18:00 h, weekly, 28.03.-02.05.23

Thu, 14:00-18:00 h, weekly 30.03.-04.05.23

Content:

1. Models and IT systems for Supply Chain Management
2. Linear Programming and Mixed-Integer Programming (LP/MILP)
3. Heuristics and Meta-Heuristics
4. Forecasting Models

Paradox and Unintended Consequences in Sustainable Operations and Supply Chain Management

Seminar	Business Studies	ECTS	Type of examination: presentation, seminar paper	Annika Mies Stefan Gold
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Wed 10:00-14:00 h, weekly, 19.04.- 12.07.23

Content:

This course focusses on a critical approach to sustainability management.

Circular Economy is a highly evolving and promoted topic within the realm of sustainability management, which we will further explore within the course of this seminar.

Thereby, the main focus will be on the unintended consequences and inherent tensions within the concept. Every cause has an effect. Seemingly positive sustainable activities can cause other negative outcomes. It is a matter of considering and anticipating these potential tensions or unintended consequences in order to manage and potentially avert them.

During this seminar, we will go into more detail on sustainability tensions and unintended consequences and apply this knowledge to the concepts of Circular Economy.

Population Economics

Lecture/ Seminar	Economics	6 ECTS	Type of examination: seminar paper, presentation	Holger Bonin
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Wed, 12:00 -16:00 h, weekly 12.04. – 12.07.23

Content:

The course will examine the economic determinants and consequences of population change and demographic behavior including household formation, marriage, child bearing and rearing, mortality and migration. We will apply analytical tools of economics to investigate various economic and social consequences of population change. The consequences studied include the economic impact of population aging and fiscal sustainability, the effects of government policies in support of families, and the economic impact of immigration. The course mostly emphasizes a microeconomic approach. Occasionally, however, the lecture also adopts a macro perspective.

Quantitative Methods of Experimental Economics

Blockseminar	Economics	6 ECTS	Type of examination: Experiment, presentation	Christoph Bühren Björn Frank
14./27.04.23, 16:00 - 18:00 h 09.06.23, 8:00 - 18:00 h 07./08.07.23, 8:00 -18:00 h				
<p><u>Content:</u></p> <p>The unit consists of three parts:</p> <p>I) an introductory lecture on experimental methods and designs in which topics are assigned,</p> <p>II) a block course with own experiments combined with a lecture on data analysis of experiments,</p> <p>III) and a block course with presentations of the own experimental results combined with a lecture on how to write a paper on experimental results</p>				

Research in Applied Psychology

Seminar	Economics	3 ECTS	Type of Examination: t.b.a	Marc-André Reinhard
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Thu, 16:00 – 18:00 h, weekly 13.04. – 13.07.23

Content:

In this seminar students will have the chance to plan, conduct, analyze, and publish their own new research ideas in applied psychology. Moreover, students finish a manuscript ready to submit for publication and have the chance to send it to a scientific journal with peer review.

Research Methods for Business

Lecture	Business Studies	6 ECTS	Type of Examination: Presentation, research proposal	Biman Darshana Hettiarachchi Jayani Ishara Sudusinghe Stefan Seuring-Stella
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Mon, 8:00 – 12:00 h, weekly 17.04. – 10.07.23

Content:

The seminar deals with the basics of (empirical) research in business studies. A wide range of topics such as basic research strategies, planning of research projects, and issues in quantitative and qualitative research will be covered. Students will, amongst other things, learn how to distinguish good quality research from mediocre approaches and how to avoid pitfalls.

Selected Topics in Energy Economics and Policy

Lecture/ Seminar	Economics	6 ECTS	Type of examination: t.b.a.	Heike Wetzel Alexander Günther
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Tue, 10:00 – 14:00 h, weekly 11.04. – 11.07.23

Content:

The course examines the economics of markets for a number of energy sources such as coal, oil, natural gas, electricity and renewables. It discusses aspects of energy demand and efficiency, energy taxes, regulation and public policies for greenhouse gas emission control.

Stress at Work

Seminar

Economics

6 ECTS

Type of
examination:
Exam

Kathrin Reinke
Sandra Ohly

Tue, 10:00 – 12:00 h, weekly 11.04. – 04.07.23

Content:

The seminar introduces students to the most important topics discussed in research on stress at work and stress management, including: Stressors & stress reactions, stress theories, coping strategies & resources, stress management interventions & occupational health management, stress diagnostics, recovery & recovery training, positive psychology interventions, and new challenges for stress management in today's working world. A special focus is on how theories and empirical results from research may be transferred to practice.

- Stressors & Stress Reactions
- Stress Theories
- Coping Strategies & Resources
- Stress Management Interventions & Corporate Health Management
- Recovery & Recovery Training
- Positive Psychology
- New Challenges for Stress Management in Today's Working World

Sustainable Behavior and Social Norms

Blockseminar

Economics

6 ECTS

Type of
examination:
Presentation,
exam

Astrid Dannenberg

Please check the schedule on the eCampus

Content:

Decades of research from various disciplines have demonstrated the importance of social norms as a determinant of human behavior. This seminar will deal with basic concepts and empirical research concerning social norms and their role for prosocial and pro-environmental behavior. Participants will receive input in a lecture format and design and test own research ideas.

Targeting

Seminar

Business
Studies

6 ECTS

Type of
examination:
Presentation,
exam

Ralf Wagner

Tue 08:00 - 12:00 h, weekly, 11.04. – 04.07.23

Content:

Marketing communication is likely to become a mutual beneficial interaction, if, and only if, the customers are willing to be engaged in the interaction. Customers' motivation is varying with the products category's relevance, their brand attachment, their media preferences, etc. In this seminar, the students learn how to assess and evaluate the customers' profiles from commonly available databases in distance selling, e-commerce and mobile commerce. For evaluating the data students apply scoring, discriminant analysis (linear, non-linear & fuzzy), discrete choice models (logit & probit), multi-layer perceptrons, association analysis (a-priori algorithm) and rough sets using r packages. Additionally, we discuss finite mixture modeling and hierarchical Bayes modeling with brugs. Privacy considerations and data protection as well as an introduction to the concepts of data mining, big data, and the translation analytical results into marketing communication measures complement the technical content of the seminar.